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REPORT FOR PROPOSED NEW INTERIOR DESIGN FOR M&M's WORLD SHOP

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THE 386: PROPOSED NEW DESIGN FOR M&M's WORLD

ABSTRACT

The Final Project of Interior Design Diploma is the level where students are tested through out all the experience and study in three years of education where include the most basic level to the level of presenting proposal. In this final project, I have choose the project of Proposing New Design for the M&M's World Shop for the Kiddyland Industries which is situated at Lot T018, Center court, 3rd Floor, Mid Valley Mega mall, Mid Valley City, Lingkaran Syed Putra, Kuala Lumpur, Malaysia. This project is one of the ways to test students how to manage the study they have been through in six semester and blend them altogether in order to give a full impact towards the final product that will be going. The project that has been chosen is the M&M's World Shop where it is about the Candy Shop. What is the most interesting about this shop is it not only selling a candy but the other products of M&M. Basically, almost all people around Malaysia do not realize the other brands of M&M because maybe there are not much selling in Malaysia, so, with the existing of this shop will definitely expose more about M&M products so that people can get to know it better. By proposing this project, all the aspect should be considered in order to give a satisfaction and significant towards the clients as well as customers. This is one of the challenges that students have to face off because every single thing should be studied and students have to face a lot of challenges during the project period. This is the way to learn independently. Moreover, the project that held will teach the students a lot for instance to be patient in all the way, discipline in whatever students done, and manage to deal with people around them. In the whole of the thesis, basically will define how the project is managed. It is starts from the proposal of the project until the completion. Occasionally, the on going project will run steps by steps referring the requirement that has been set up. So, students should follow the entire requirement in order to obtain the good end. So, by the end of the project, students are able to present completely their project.



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1.1 INTRODUCTION

This thesis is one of the requirements for the students in order to hold the Diploma in Interior Architecture of Universiti Teknologi Mara. In a way to the end of the study, students are given a task that actually preparing a complete design scheme based on research methodology or design problematic that exist during design process. This thesis is a report of proposed new design scheme for M&M's World Shop at Lot T018, Centercourt, 3rd Floor, Mid Valley Megamall, Mid Valley City, Lingkaran Syed Putra, Kuala Lumpur, Malaysia as the title of final project in Diploma of Interior Architecture.

The importance of this project is to create a new environment of Candy Shop towards the lover and to define that the candy shops do not have a stereotype design. The design for this retail shop is most probably related to the concept and images for the M&M variety chocolates itself which is using the colorful colors to attract people into it. The design will actually be attractive and funky in order to attract people's psychology to go inside the shop yet it still can be in the different environment of shop's ambience. All the design including concept, image, space planning and so on are based on the existing design yet a new fresh ideas on it.

This proposed design project was for Kiddyland Industries as a client and the guideline is taken from the existing design which is M&M's World shop in New York. Thus, the design is for the consumers from any ages. M&M also has the other merchandises like clothes, collectibles, gift and home collection.

This report collects data related to the proposed project which covers objective, research methodology, background of client, site analysis until the design stage.